



To: Prospective Offerors

Subject: Request for Quotation for **Market Research or Poll for PAS Cultural Programming**,
procurement request number: **MPR0204475**

Enclosed is a Request for Quotations (RFQ) for **Market Research or Poll for PAS Cultural Programming** for the US Embassy Pristina. If you would like to submit a quotation please provide a written price quote with details to the following email address: PristinaProcurement@state.gov
The U.S. Government intends to award a contract or Purchase Order to the responsible company submitting technically acceptable quotation at the lowest price. We intend to award a contract/purchase order based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so.

SCOPE OF WORK

U.S. Embassy Public Affairs Section Cultural Market Research Scope of Work

BACKGROUND AND OBJECTIVES:

How do the people of Kosovo define culture? What interests them in their free time? Is visiting a museum considered fun or interesting to do? Would meeting others at a museum or community space be appealing?

The outcome of this market research and analysis is to establish a baseline for what constitutes as “culture” in Kosovo. The poll is to determine what Kosovo citizens consider to be “culture”, what that means in terms of activities (coffee culture, museums, live performances – music, theater, ballet, etc., nature, historic sights, etc.), and the level of appetite for cultural experiences – one off versus repeated interactions.

The analysis gathered from this project will be used to determine future U.S. Embassy public programming and the potential interest for a museum/cultural exhibit space within Kosovo dedicated to Kosovo today.

SCOPE OF WORK:

The method(s) of gathering this information, piloting of questions and the final survey/information gathering process will be determined during the development phase of this poll with the designated Embassy Public Affairs representatives. The sample size should be a representation of the national make-up of Kosovo society to include both urban and rural, minorities, all adult age groups (18 and

above), and gender, no less than 1,000 and no more than 1,200 if a poll/survey is part of the proposal submitted by interested companies.

The selected vendor is expected to conduct all elements of market research, data collection and analysis, and submit a final report in English. Once this report is submitted, it becomes property of the U.S. Embassy which includes the ability to share this with potential partners on future programming. Likewise, the other elements of the project from pre-planning phase to data collection and analysis are also property of the U.S. Embassy and a copy of the raw data is requested to be submitted to the Embassy Public Affairs Section in addition to the final report.

The timeline from award of contract to completion of the project is 4 weeks. If delays occur during the course of the project that will impact this timeline, these will be immediately discussed with the client.

Further breakdown:

A) Survey with general public:

A sample size of 1,000 to 1,200 respondents will allow the disaggregation of data by ethnicity (Kosovo-Albanian, Kosovo-Serb, and Kosovo Non-Serb) and location. The overall goal is a three percent margin of error.

B) Sampling:

The sample can be determined from the Electorate Registry based on the last election in Kosovo or another acceptable method as approved by the client during the pre-planning phase of this project. The selection of respondents for the survey will be random.

The following steps will be followed:

- Participants will be drawn from the official registry of the last national election.
- The percentage participation from all parts of Kosovo must be adjusted to account for population differences in rural and urban municipalities and be representative of the age demographics of Kosovo from age 18 and above.
- Survey must include minority participation: Kosovo-Serb, Kosovo non-Serb minorities, and women's perceptions must be included.

C) Survey technique:

After questionnaires are tested and finalized, the contractor will employ staff to conduct face-to-face surveys with the public or other acceptable alternatives in line with COVID-19 precaution measures. If conducted face-to-face, the enumerators MUST wear a face mask at all times and practice social distancing measures.

D) Questionnaire design:

The contractor will test the questionnaire with a small number of interviewees, encompassing the different groups to be sampled, before conducting the main interviews. The questions will be jointly developed with Public Affairs. The questionnaire must be translated into Albanian and Serbian languages.

Any problems with questions identified by the contractor must be resolved in consultation with Public Affairs before a question is added, deleted, or edited. Final approval of the questionnaire rests with Public Affairs.

E) Choose and train enumerators:

The contractor is responsible for hiring and training enumerators for the surveys. The contractor is responsible for supervising the enumerators to ensure professional conduct. The contractor will provide all logistical tools necessary, including transportation and incidental expenses, for their staff to conduct the survey. The contractor is responsible for ensuring the enumerators MUST wear a face mask at all times and practice social distancing measures.

F) Control and monitoring:

The contractor is required to provide a quality assurance plan to ensure improperly completed and/or falsified questionnaires don't impact the results of the study.

G) Minorities:

Minority groups will be included in the survey, and the contractor must have enumerators who can communicate in minority groups' languages to ensure a comprehensive survey of Kosovo citizens.

H) Encoding, verifying, and securing data:

Data will be encoded using EXCEL spreadsheets prepared with data fields and pop-up tables indicating relevant codes. Data must be analyzed using the Statistical Package for Social Sciences (SPSS) or equivalent software.

IV. Deliverables:

1. Work Plan: The contractor will provide a detailed work plan for the survey and analysis.
2. Survey questionnaire: The contractor will provide a questionnaire in English, an SPSS presentation (or equivalent software) of findings and results, and research data in tabular form.
3. Reports: The contractor will prepare a report with findings, conclusions, and possible recommendations from the data collection process. Work will commence immediately after award. The contractor must identify trends in the data and what conclusions can be made. The contractor must provide a data quality report following the completion of field work for the GPS, which must be qualitative and quantitative in nature. It must include a detailed description of the conditions in which the survey was done, including technical and non-technical issues, possible flaws/limitations in the data, lessons learned for future data collection and sharing of the results with relevant stakeholders, and any other relevant information.

Payment will be made by EFT net 30 days in accordance with the Prompt Payment Act and will be processed after receipt of invoice by Financial Management Office and upon receipt, inspection and acceptance of all items included in the purchase order by the US Embassy Pristina.

All vendors have to be registered in the SAM (System for Award Management) <https://www.sam.gov> prior to contract award pursuant to FAR provision 5.207. Therefore prospective offerors are encouraged to register prior to the submittal of quotations/proposals. The guidelines for registration in SAM are also available at Embassy Web page:

<https://xk.usembassy.gov/embassy/pristina/contract-solicitations/>

Please be advice that US Embassy in Pristina is free of any duties (Customs & VAT).

Quotations are due by January 21, 2019 - COB.

Sincerely,
Contracting Officer
Matthew Connors